GOVERNMENT OF INDIA
INFORMATION AND BROADCASTING
LOK SABHA

UNSTARRED QUESTION NO:2694
ANSWERED ON:16.12.2004
DISCRIMINATION IN RELEASING ADVERTISEMENT BY DAVP
Chandel Shri Suresh

Will the Minister of INFORMATION AND BROADCASTING be pleased to state:

(a) whether Directorate of Audio Visual Publicity (DAVP) makes discrimination in releasing Central Government advertisements to small, medium and large size newspapers and especially small and regional languages newspapers have to bear the brunt of it;

(b) if so, the reasons therefor and steps taken by the Government to prevent it;

(c) whether certain M.P.s. have complained about discrimination by the Directorate in releasing advertisements and they have suggested for transparency in it;

(d) if so, the action taken by the Government on their suggestions; and

(e) the percentage of advertisements given to small, medium and large sized newspapers separately during last two years?

Answer

THE MINISTER OF INFORMATION AND BROADCASTING AND CULTURE (SHRI S. JAIPAL REDDY)

(a), (b), (c) & (d) : The Directorate of Advertising and Visual Publicity (DAVP) is the nodal agency for release of Government advertisements to the newspapers empanelled with it. The advertisements are issued to the newspapers in accordance with the Advertisement Policy of the Government of India and the Guidelines for Empanelment of Newspapers with DAVP. Advertisements are released keeping in view the client`s preferences, publicity requirements, budget, target audience etc. Complaints/references from the Hon`ble MPs whenever received are examined and the factual position is communicated to them.

(e): The percentage of advertisements given to small, medium and big newspapers during 2003-04 and 2004-05 (upto November, 2004) is given in the Annexure.

ANNEXURE

ANNEXURE REFERRED TO IN REPLY TO THE PART (e) OF LOK SABHA UNSTARRED QUESTION NO. 2694 TO BE REPLIED ON 16/12/2004

Advertisements issued during 2003-04 (1.4.2003 to 31.3.2004) with percentage.

Category	No.of Papers	Total Insertions	Insertions Percentage	Space (Col.cm.)	Space Percentage	Amount (In Rs.)	Amount Percentage
Small	1762	51672	23.00	5200114	29.55	150368217	9.45
Medium	639	92111	40.99	7171870	40.76	384085988	24.13
Big	183	80908	36.01	5223434	29.69	1057006783	66.42
Total	2584	224691	100.00	17595418	100.00	1591460988	100.00

Advertisements issued during 2004-05 (1.4.2004 to 31.11.2004) with percentage.

Category	No.of Papers	Total Insertions	Insertions Percentage	Space (Col.cm.)	Space Percentage	Amount (In Rs.)	Amount Percentage
Small	1737	35457	23.32	2218675	26.39	64973198	7.42
Medium	656	60060	39.50	3256440	38.73	165872734	18.95

Big	187	56536	37.18	2932584	34.88	644584762	73.63
Total	2580	152053	100.00	8407699	100.00	875430694	100.00